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MALAGA JOIN INTERNATIONAL STRATEGY GROUP

PLENARY SESSION 4- ROUND TABLE

STP goals and objectives that go above and beyond.
STPs taking on new roles, missions and strategies

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MALAGA JOIN INTERNATION STRATEGY GROUP

The managing body of the Technology Park of Andalusia organizes and coordinates a working group whose aim is to combine international development strategies as well as the implementation of projects at global level and the search for joint actions of local authorities. They look towards the development of an international strategy with vision of medium and long term.

It was created in 2011, arising from the fact that each entity was developing its own international plan. The Technology Park of Andalusia realizes that the common international strategy should be created in order to erase the following problems:

- Overlapping of activities
- Lack of coordination between local actors regarding the internationalization of the city
- Overspending of economic and human resources available
- Inefficient international city view

Given this situation, we proposed a series of tasks designed to improve and solve this landscape. The challenge has been the abilities of local authorities to build and implement a joint internationalization strategy that takes into account the reality of the city of Malaga, as well as the reality of the foreign environment.

The group is formed by the main representative of the principal institutions of the city of Málaga, which include:

- **Chamber of Commerce of Málaga**
- **City council of Malaga**
- **Entrepreneur Confederation of Málaga**
- **European Business and Innovation Centre of Málaga**
- **Foundation CIEDES (Belong to City Council)**
- **ICEX Spain delegation export and investments (Andalusian delegation)**
- **Municipal Company of the city council of Malaga.**
- **Planning and Development Society from the provincial council of Malaga**
- **Regional Government**
- **Technology Park of Andalucía**
- **University of Málaga**

The Technology Park of Andalucía is actually responsible for the coordination of the initiative, running the activities of preparation of the meetings and the associated minutes, management of the calendar, etc...

The methodology of the JOINT INTERNATIONAL STRATEGY GROUP is based on the common design, implementation and follow-up of the following activities:

- Planning of the international events (trade missions)
- Calendar of events including the international actions of each member
- Design and use of common tools

Indeed, every two months, a schedule of meetings between the members of the group is planned to discuss the international measures foreseen and review with the participants the possible activities to establish jointly. Furthermore, tools of common use are designed and created to locate the city in a global environment.

The work focuses on identifying threats and opportunities for the city in an increasingly global environment. Determining these international actions, a vision of international future for the city has been defined.

We can highlight:

- A strong international institutional union
- Work on common
- The design of a program between the main entities both institutional and corporate of the city
- The internationalization of the city through the City Council, the University of Málaga, and on the other hand, with the business sector through the Technology Park of Andalusia, the European Business and Innovation Centre of Málaga, etc...

This "unique" vision of future is important because it allows knowing where to direct the efforts of each institution that are properly aligned as a whole.

Mainly, the group focuses on beneficiaries at different level, including citizens, enterprises, academic world, governments, administrations, authorities, communities and participating entities themselves.

It is also important to mention the magnitude that is acquiring the international relations at local level and the multitude of mechanisms of cooperation that are currently conducting the city of Malaga.

It is worth talk about one of the most positive aspects of this initiative. It is that no additional resource has been necessary for the implementation of the activities; the idea was to join forces and not to overlap activities.

So far, several trade missions have been organized in common with the collaboration of several entities such as:

- ✓ Technological mission to United States (Miami and San Francisco)
- ✓ Technological mission to Morocco (Tanger and Tetuan)
- ✓ Technological mission to Rusia
- ✓ Technological mission to Korea

Furthermore, common tools have been designed to reach our expected goals:

- ✓ Video Malaga Global
- ✓ Calendar of international activities
- ✓ International Maps

The international maps put Malaga into an international range. It includes strategic information about markets, international presence, institutional agreements, business collaborations and potential relation between Malaga and other countries.

To end, we can add that this group has resulted in an efficient and credible international strategy that develops activities and initiatives which turn into concrete results for the benefits of citizenship. Concretely some notable impacts are:

- The city boasts of a projection and international visibility as a "brand" of city,
- Participation in national and international events both general and thematic,
- The city collaborates with overseas partners for the achievement of specific projects (sister cities, foundations, etc...),
- Attraction of investments, tourism and international trade to develop the economy of Malaga, industry and local services.